Frutiger Aero

- David Glotz

- Frutiger Aero (also referred to as Web 2.0 Gloss) is a visual style that dominated approximately from 2004 to 2013, following the Y2K Futurism aesthetic. Overlapping with the McBling and Electropop 08 trends, it is distinguished by its use of skeuomorphism, shiny textures, cloudy backgrounds, tropical fish, water elements, bubbles, glass effects, lens flares, intricate patterns, "humanism," aero glass, bokeh, Frutiger typefaces, abstract technology motifs, auroras, and bold, vivid colors (commonly white, green, and blue). This aesthetic emerged during the early phase of Web 2.0 and the shift from feature phones to smartphones.

Frutiger Aero

Kosz
gry
wiersze
Audacity
CLIP STUDIO
OBS Studio
Discord
Steam
4°C
opium na jej dupie
Kid Pix Deluxe 4
terraria
IGIO
=3
BetterJoy
RAFT
Roblox Studio
Roblox Player
100%
Macromedia Flash 8
CapCut
JDownloader 2
Pulpit
POL
15:51
18.02.2024

Nintendo Wii Gaming Console

TITLE
TIME
00:00
TOTAL
00:00

Palmolive
Frutiger aero

The resurgence in Frutiger Aero's popularity in the early 2020s led many musical artists to release work inspired by the aesthetic.

References:

- **FRUTIGER Aero.** In: AESTHETICS Wiki. Available at: https://aesthetics.fandom.com/wiki/Frutiger_Aero. Accessed on: 17 Mar. 2025.
- **ESTEVES, Thais.** Frutiger aero. In: PINTEREST. Available at: https://br.pinterest.com/pin/frutiger-aero-in-2024--386113368073365705/. Accessed on: 17 Mar. 2025.
- **AESTHETIC Explorations: Frutiger Aero. In: AESTHETICS of Design. Availa In: AESTHETICS of Design. Availa** In: AESTHETICS of Design. Available at: https://www.aesdes.org/2024/01/24/aesthetic-explorations-frutiger-aero/. Accessed on: 17 Mar. 2025.
- **FRUTIGER Aero.** In: FRUTIGER-AERO.ORG. Available at: https://frutiger-aero.org/frutiger-aero. Accessed on: 17 Mar. 2025.